

glued®

MORE POWER FROM YOUR BRAND

THE FRIENDLY BEAR
WARWICKSHIRE EVENTS





“Amazing work from this talented company, created just the right brand with a feel of confidence, inspiration, fun but professional”.

Graham Thomas,
Warwickshire Events

Context: Warwickshire Events required a brand and WordPress website to support a marketing drive and position the company as high end, targeting people arranging weddings and celebrations and event organisers at venues and those involved in hospitality.

The requirement: Warwickshire Events needed a fun, distinctive brand which would inspire customers about their own events. The brand needed to show the business knows how to come up with something truly creative and suitable for events.

The outputs: Glued created a sophisticated yet playful brand using black and white which was applied to a striking website. A set of simple to follow brand guidelines will allow Warwickshire Events to grow the brand message over the coming months.

The results: Warwickshire is associated with a bear as its county symbol so this was the perfect visual cue to create a brand that was strong on personality and recognition. The bursts from the bear and its stance represent the fun nature of what the business does and its central UK location.



BRAND GUIDELINES

Version 1



USE OF LINES

The lines that surround the bear can be used as graphic devices
The business card is a good example of how this works:



COLOURS

Warwickshire Events uses black and white for the brand - other colours can be introduced through images.
You can use lots of black, with that big grey rock black to stand out the bear (just a bit of a plain black bear below).

Pantone Black	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100
CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100
CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100	CMYK 00 00 00 100

Pantone Black
Pantone 685C
Pantone 685C
Pantone 685C



TYPEFACES

TYPOGRAPHY WITH A TWIST

Warwickshire Events has two brand typefaces:

Murmurs is a decorative display typeface, this should mainly be limited to headings and key messages.
The typeface is only in upper case.

Download from <http://dribbble.com/jan01/10271-warwickshire-events>

Fjalla One is a strong sans serif typeface available from Google, this should be used for body copy.

Download from <http://font.google.com/fonts/fjalla-one>

MURMURS
Fjalla One Regular

WE - Warwickshire Events

www.warwickshireevents.co.uk

Inquiries: Call 01827 579535 or email: grt@warwickshireevents.co.uk

WE are Warwickshire Events. WE are a family business with over 10 years experience within the exhibition and events industry. WE can help you if you are planning a small event, a party, a corporate event, a product launch, your wedding or even a large scale event.

WE have a converted horsebox trailer bar, called The Juniper Joint, a pop up Gin bar, a Pimp your Prosecco bar and a variety of bespoke equipment, signs and props available to buy and hire. If you don't see what you are after make sure you contact us as we can help your idea, no matter how crazy, come to life.

WE are based in Warwickshire meaning we can get to most places in the country in a minimal amount of time, don't think that distance is a problem!

The latest from Twitter

Follow us on Facebook

Our blog

Christmas at WE

Warwickshire Events Ltd

Warwickshire Events Ltd updated their cover photo.

MacBook Air

ABOUT GLUED

Glued is a brand consultancy established in 2003.



We love finding that something special that exists in every organisation and expressing it through your marketing, brand and design. That's because it's a great way to not only attract and engage customers but also because it motivates and enthuses staff.

SERVICES WE OFFER

Branding
Marketing
Campaigns
Literature
Design
Online, off line and through the line

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